



Implementation of the CCA Southeast Regional Action Plan- Outcomes to Date

In the summer of 2014, the Southeast Florida Behavioral Health Network awarded a contract to the Community Coalition Alliance to serve as a regional structure for countywide coalitions in the Southeast Region and to develop a comprehensive prevention system in the area. Beginning in July 2014 the CCA began working with Substance Abuse Free Indian River, the Okeechobee Substance Abuse Coalition, and the Roundtable of St. Lucie's Substance Abuse Network. On July 1, 2015 the Martin County Board of County Commissioners' Drug and Alcohol Awareness Committee joined the organization. The CCA Southeast serves as a collective network for the region's prevention initiatives.

The CCA coalition staff and Prevention Specialists in the region spent the first six months of award researching the region's alcohol and other drugs issues and developing a comprehensive plan that could be implemented regionally to reduce and prevent alcohol and other drug use among the communities. Upon review of the data collected, the CCA Southeast developed a comprehensive regional action plan to address middle and high school aged students' use of alcohol and marijuana, as well as provide prevention information to parents and the communities at large. A series of environmental strategies were chosen for the CCA coalitions and their respective partners on the local level to implement region-wide, as well Evidenced-Based Prevention Programs implemented in areas where possible.

The overarching goal of the action plan is to increase school performance among middle and high school students in the southeast region by decreasing the amount of students reporting alcohol and marijuana use. Research indicated that teens that reported substance use also were reporting lower levels of A's and B's and higher rates of skipping school, as well as a series of other negative consequences from use. The strategies and programs outlined in the action plan work to impact the contributing factors in the Southeast Region that make alcohol and other drug use among are youth possible.

Implementation of selective environmental strategies began January 1, 2015 in the counties. This report highlights implementation successes to date. Upon close of the project, the CCA will evaluate the effectiveness of the strategies and programs by using both process measures and outcomes data. The Florida Youth Substance Abuse Survey (FYSAS) will serve as the main outcome level data tool, as well as surveys implemented in the counties on marijuana and additional indicators as needed.

Intervening Variable 1:

Social Access and Availability of Alcohol and Marijuana

Through data collected in the needs assessment process, the CCA Southeast determined that social access of alcohol was an issue in the Southeast Region. For instance, the most common way high school students obtained alcohol in 2012 was: “someone gave it to me”. To reduce social access of alcohol and learn more about where students are gaining access to marijuana, the CCA Southeast identified the following strategies: The Lock it Up Campaign and a Marijuana Survey for middle and high school students. The CCA will use the results of the 2016 Florida Youth Substance Abuse Survey to identify changes in the following measures: Usual Source of Alcohol, Usual Drinking Location, and Substance Use Before or After School. The Marijuana Survey will be given once a year for 2 years to assist in determining appropriate strategies to reduce teen access to marijuana.

Lock It Up Campaign

The CCA Southeast developed Lock It Up posters that are being distributed throughout the region to encourage parents to lock up alcohol in their homes. This year, the CCA will distribute alcohol lock-tops to parents and develop PSAs to share the message.

Lock up your alcohol.



Teens might have access.

31% of Southeast Florida high school students who reported recent alcohol use said their usual drinking location was “my home” and 46% said “someone else’s home”.



Survey on Marijuana

In the 2014-2015 contract year, over 500 middle and high school students took the Marijuana Survey in the Southeast Region to help the counties identify areas of access for teens. The most common source of marijuana access was “a friend gave it to me”, followed by “I bought it from another student”. The most common locations reported for using marijuana was, “at a friend’s home”, followed by “at a park or open space” and “my home”. The survey also asked youth numerous other questions pertaining to marijuana use that will assist the Southeast Region in planning efforts surrounding youth marijuana use, attitudes, and beliefs.

INTERVENING VARIABLE 2:

Low Perception of Risk of Alcohol and Marijuana

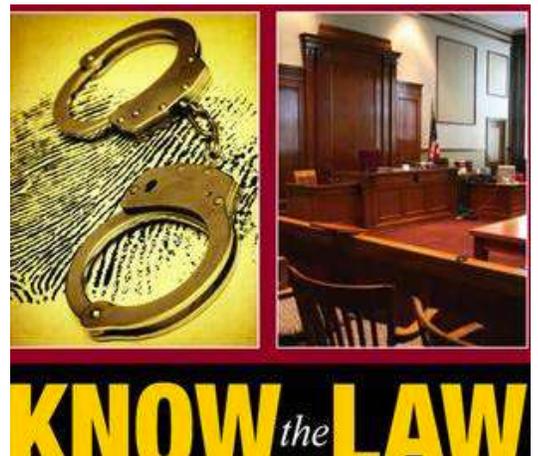
Through data collected in the needs assessment process, it was determined that youth in the Southeast Region of Florida do not fully understand the dangers and consequences associated with alcohol and marijuana. Research indicated that only 46.4% of middle and 38.5% of high school students perceived a great risk or harm in daily use of alcohol, (2012, Florida Youth Substance Abuse Survey). To increase the number of students who understand the risk associated with alcohol and marijuana, the coalitions and prevention providers have chosen to implement the Know the Law Campaign, the Talk, They Hear You Campaign, Too Good For Drugs, Too Good for Violence, and Life Skills Training. Along with process measures, the CCA will utilize the results of the 2016 Florida Youth Substance Abuse Survey to identify change and measure outcomes.

Know the Law

The Know the Law campaign works to teach youth and parents a better understanding of the law to avert youth from unlawful behavior. It offers a onetime educational course taught by School Resource Officers and an informational booklet for reference. Along with alcohol and other drug information, it includes laws surrounding bullying, weapons, and other important topics. The course includes a pre and posttest to show knowledge gained.

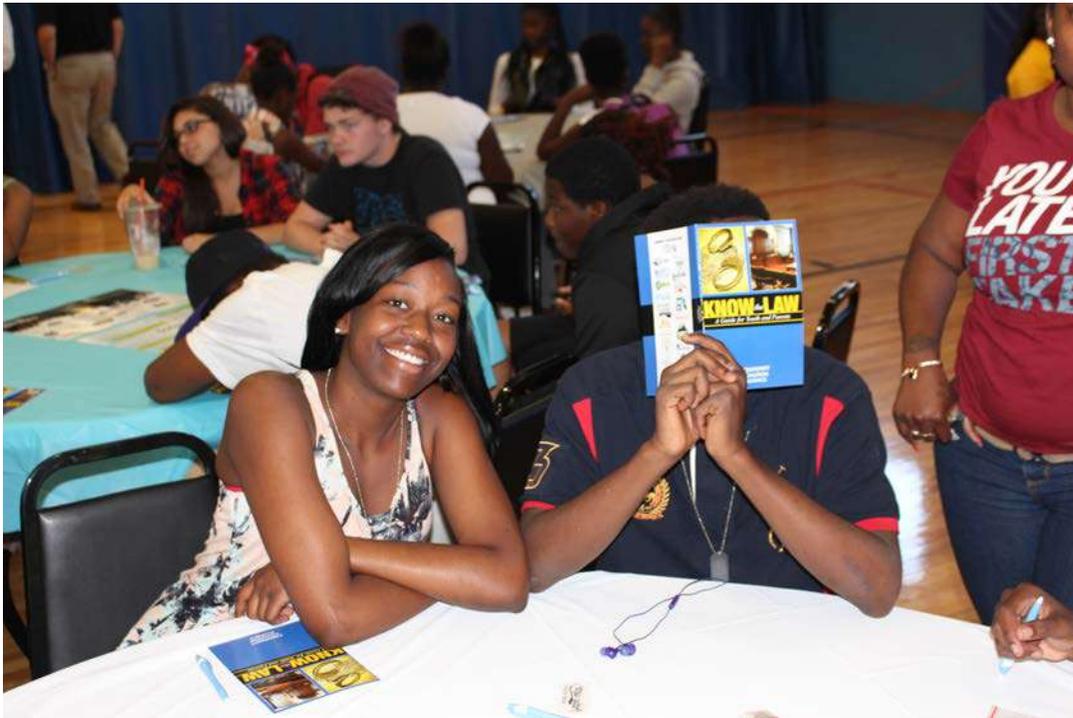
250 youth served

30 adults served





SAFIR provided a Know the Law course at Gifford Youth Achievement Center in Vero Beach



The Roundtable of St. Lucie provided Know the Law to teens in St. Lucie County

Talk. They Hear You

The "[Talk. They Hear You.](#)" campaign aims to reduce underage drinking among youth ages 9 to 15 by providing parents and caregivers with information and resources they need to start addressing the issue of alcohol with their children early. In St. Lucie County, New Horizons of the Treasure Coast and the Roundtable of St. Lucie are implementing the campaign to 5th graders.

2,684 *fifth graders have been given materials*

821 *parents completed a pre-survey and received literature.*

393 *of the parents took the post-survey after receiving the literature.*

96.2% *of parents reporting having a conversation about underage drinking with their children as a direct result of the campaign!*



Evidenced-Based Prevention Programs

Life Skills Training

The Substance Abuse Awareness Center of Indian River County is implementing the Life Skills Training program to impact drug-related behaviors and promote the development of general personal self-management skills and healthy social skills in Indian River County. The program is designed to enhance overall competences and decrease both the motivation to use drugs and the vulnerability to “at-risk” social influences.

8 schools participating
4,342 youth served

Too Good for Drugs/Violence

Too Good for Drugs is a school-based prevention program for kindergarten through 12th grade that builds on students' resiliency by teaching them how to be socially competent and autonomous problem solvers. The program is designed to benefit everyone in the school by providing needed education in social and emotional competencies and by reducing risk factors and building protective factors that affect students in these age groups. New Horizons of the Treasure Coast has been implementing the program in St. Lucie, Okeechobee, and Indian River.

47 schools participating
359 classrooms
7,043 youth served

Classroom Evaluation from New Horizons of the Treasure Coast and Okeechobee

St. Lucie County

- 3,176 students in grades 4th – 8th (including all 2,684 5th grade students in the county) at 29 different elementary and K-8 schools (and 157 different classrooms) received the *Too Good for Drugs* curriculum. Of those 157 classrooms that received the curriculum, all 157 classrooms (100%) had a higher classroom post-test average compared with their classroom pre-test average.
- 3,447 students in grades kindergarten – 8th at 11 different elementary and K-8 schools (and 179 different classrooms or groups) received the *Too Good for Violence* curriculum. Of those 179 classrooms/groups that received the curriculum, 175 classrooms/groups (98%) had a higher classroom/group post-test average compared with their classroom/group pre-test average.

Okeechobee

- 249 students in grades kindergarten – 12th at 2 different schools (and 10 different classrooms or groups) received the *Too Good for Violence* curriculum. Of those 10 classrooms/groups that received the curriculum, all 10 classrooms/groups (100%) had a higher classroom/group post-test average compared with their classroom/group pre-test average.
- 109 students in grades 4th – 12th at 2 different schools (and 4 different classrooms or groups) received the *Too Good for Drugs* curriculum. Of those 4 classrooms/groups that received the curriculum, all 4 classrooms/groups (100%) had a higher classroom/group post-test average compared with their classroom/group pre-test average.

Indian River

- 62 students in grades 6th – 8th at 1 school (and in 9 different groups) received the *Too Good for Violence* curriculum. Of those 9 groups that received the curriculum, 8 groups (89%) had a higher group post-test average compared with their group pre-test average.

INTERVENING VARIABLE 3:

Social Norms Accepting of Alcohol and Marijuana

Through data collected in the needs assessment process, it was determined that social norms surrounding alcohol and other drug use are favorable. For instance, in 2012 in the Northeast Region, almost half of high school students did not think it was wrong if their peers used alcohol regularly. To assist in changing mistaken beliefs and perceptions of what is acceptable when it comes to alcohol and marijuana, the CCA Southeast has chosen to implement evidenced-based campaigns that work to change attitudes and behaviors. The CCA will use the results of the 2016 Florida Youth Substance Abuse Survey to identify changes in the following measures: Parental Approval of alcohol and other drug use, students approval of alcohol and other drugs, perceived peer approval of alcohol and other drugs.

Friday Night Done Right, No Alcohol. No Dope.

The CCA Southeast countywide coalitions are implementing the Friday Night Done Right, No Alcohol. No Dope. social norming campaign. Social norms marketing is based on the central concept of social norms theory – that much of people’s behavior is influenced by their perceptions of what is “normal” or “typical.” Social norming campaigns “aim for the target audience to correct an existing misperception about a ‘norm.’ Correcting the misperception then leads to a behavior change, (2010, The NSMC). The Friday Night Done Right campaign focuses on things teens would prefer to do on a Friday night rather than drink or do drugs.

16 *events have been held*

7,350 *youth reached*

3,320 *adults reached*





Okeechobee Substance Abuse Coalition kicks off Friday Night Done Right at the 3rd Annual YOUNIFIED Rally held at Oseloa Middle School



The Roundtable of St. Lucie's Substance Abuse Network hosts a Friday Night Done Right Live Talent Competition



SAFIR promotes Friday Night Done Right at the Sheriff's Office



Okeechobee Substance Abuse Prevention Coalition participated in an Anti Drug School Bus Poster Contest promoting Friday Night Done Right

Parents that Host, Lose the Most

Parents that Host, Lose the Most is a public awareness program educating communities and parents about the health and safety risks of serving alcohol at teen parties. The program takes place at state and local levels, concentrating on celebratory times for youth, such as homecoming, holidays, prom, graduation and other times when underage drinking parties are prevalent. The program encourages parents and the ENTIRE community to send a unified message that teen alcohol consumption is unhealthy, unsafe and unacceptable.

2,545 *parents reached*

700 *youth reached*



SAFIR promotes Parents that Host, Lose the Most

Additional Accomplishments

- Quarterly Prevention Trainings
- Quarterly Newsletters
- Website hosted at www.ccafl.org

Reports/Documents:

- Marijuana Survey
- Environmental Scan Report
- Needs Assessment of Southeast Region
- Resource and Capacity Assessment of Southeast Region
- Logic Model for Southeast Region
- Southeast Region Action Plan
- Southeast Region Evaluation Plan

Trainings provided:

- Strategic Prevention Framework Overview
- Social Media in Coalitions
- Social Norms and Marketing
- Selecting and Identifying Evidenced Based Strategies
- Policy/Advocacy
- Cultural Competency

COMMUNITY COALITION ALLIANCE

For more information on the report contact:
CCA Evaluator Lisa Hilko at lmhilko@gmail.com



**Substance Awareness Center
of Indian River County**

